

# **SPECIFICATION**

## **TITLE OF THE INVENTION**

**Method for Selecting Cosmetics**

## **RELATED INVENTION**

This invention claims the priority of Japanese Patent Application No.11-281596 (filed on October 1, 1999) which is expressly incorporated herein by reference in its entirety.

## **BACKGROUND OF THE INVENTION**

In the past, a basic cosmetic such as lip rouge, eye shadow and so on has an important role and produces an attractive image for the user. At this present, there are many kinds of cosmetics comprising various colors and compositions from which to choose. The general user for these cosmetics is confronted with the difficulty of choosing the appropriate cosmetics and, specially the most flattering color.

The present inventors have already provided in Japan a method for selecting basic cosmetics which match the natural color of the user's skin. An object of this invention is to examine a color degree difference of brightness between the natural color of the user's complexion and one or more cosmetics. The user is then advised to select the cosmetic which is lower in its brightness than the natural color of the user's complexion..

The previous methods, however, cannot cover a wide range of users' personalities including their facial features, colors of their eyes and therefore it cannot offer a proper

suggestion of cosmetic color. It is now required by users all over world that proper advice should be submitted in accordance with different color complexions, facial features and eye colors of persons of different race and complexions.

## SUMMARY OF THE INVENTION

An object of this invention is to provide a method of effectively selecting basic cosmetics for different colored people, wherein the selection can be matched in view of their facial features, skin colors and eye colors.

In order to attain this object, the present invention has adopted the following means:

Through computer graphic methods an average face composition is produced, having average facial features, average skin colors, average lip colors and average eye colors; the obtained data is based on a plurality of different human faces. Then, on the obtained faces, basic cosmetics are furnished, and enquiries are performed for a plurality of different persons for the furnished faces respectively. The result of each enquiry is produced as a color map or an image map for analysis, so that the obtained map may provide suitable color informations or suitable images for the users of the cosmetics.

The other color map regarding different skin colors for a plurality of different races of people is also supplied.

At the same time, another color map regarding eye colors is supplied .

Further, the color map is prepared with "Hue" in a horizontal axis and with "Tone" in a longitudinal axis, and through this map, the desirable color is obtained by an objective view, not by a personal view.

Further, the color map is provided with "Active-Gentle" image in a horizontal axis and with "Fresh-Elegant" image in a longitudinal axis, and this map offers the desirable image thereof.

## BRIEF DESCRIPTIONS OF THE DRAWINGS

FIG.1 shows the process of producing an average face, such as Caucasians (1), Asians (4), black skinned people (2) and Japanese (3).

FIG.2 shows enlarged faces for caucasianas (1), Asians (2) and black skinned people (3) respectively.

FIG.3 is a patch table showing 24 colored rouges for selection.

FIG.4 is a patch table showing 18 colored eye shadows for selection.

FIG.5 is an image map showing a matching range of rouge color for Caucasians, Asians and black skinned people.

FIG.6 is an image map showing a matching range of eye shadow same as FIG.5.

FIG.7 is an image map expressing a color information of matching eye shadow in accordance with blue or blue-grey colored eyes.

FIG.8 is an image map expressing a color information of matching eye shadow in accordance with green or hazel colored eyes.

FIG.9 is an image map expressing a color information of matching eye shadow in accordance with dark-brown eyes.

FIG.10 shows three color maps for Caucasians, Asians and black skinned people, wherein the image for three people is expressed respectively.

FIG.11 shows color maps in accordance with the furnished colors of eye shadows.

## DESCRIPTIONS OF THE PREFERRED EMBODIMENT

The preferred embodiments are now explained hereunder.

This invention has provided an average face composition through a computer graphic performance with average facial features, average skin colors, average lip colors and average eye colors, based on obtained data from a plurality of faces. On the obtained



Next, on the average face, the lip rouge and the eye shadow are furnished by the computer graphic method, and photographs are produced after copying the display of the computer graphic, and thus obtained photographs are reserved as the data for the enquiry. The enquiry is submitted to a selected plurality of people, in other words, 64 Caucasians from New York and Paris, 92 Asians from Hongkong and Japan, and 10 black skinned from New York.

According to FIG.3, the furnished colors of the lip rouge total 24 colors.

With reference to FIG.4, the furnished colors of the eye shadow total 18 colors.

The colors as explained above were furnished on each average faces and photographs were completed as the enquiry data. Then, each photograph was shown to the selected persons to answer the enquiry. The enquiry articles are shown below, for which they were requested to offer their replies after choosing the proper photograph or photographs.

With regard to the lip rouge, the enquiry sentences are :

1. The color of the skin looks healthy.
2. The color feels white.
3. The color feels black.
4. The color looks pretty.
5. The color looks bright.
6. The color of the rouge is striking.
7. The contrast between the color of the skin and that of the rouge is too strong.
8. The rouge is compatible with the color of the skin.
9. The image impression received from the total face looks fresh and active.
10. The image impression received from the total face looks fresh and gentle.
11. The image impression received from the total face looks elegant and active.
12. The image impression received from the total face looks elegant and gentle.
13. The image impression received from the total face looks pretty.
14. The color of the rouge is matching.
15. The total image received from the total face is charming.

16. The total image received from the total face is stylish.
17. The total image received from the total face is preferable.

The responders could offer their replies including plural articles, but they were also requested to select a single photo which looked as the most suitable one. The 4 articles described from 9 to 12 are prepared to receive the image impressions or informations derived from the color maps.

With regard to the eye shadow, the following questionnaires are submitted:

1. The color of the eye looks attractive.
2. The color looks pale.
3. The color looks dark.
4. The color looks pretty.
5. The color looks bright.
6. The color is striking.
7. The contrast between the color of the eye and that of the eye shadow is too strong.
8. The eye shadow is compatible with the color of the eye.
9. The image received from the balance between the eye shadow and the eye looks fresh and active.
10. The image received from the balance looks fresh and gentle.
11. The image received from the balance looks elegant and active.
12. The image received from the balance looks elegant and gentle.
13. The underside of the eye is pretty.
14. The eye shadow is matching.
15. The underside of the eye is charming.
16. The underside of the eye is stylish.
17. The total image received from the total face is preferable.

The responders could offer their replies including plural articles, but they were also requested to select a single photo which looked as the most suitable one. The 4 articles described from 9 to 12 are prepared to receive the image impressions or informations derived from the color maps.







shadow colors. In Asian people image, the color of "Yellow" and "Green" lies toward the center and the image is not fixed by the color, which enables Asian people to make use of a wide range of colors. In black skinned people, their image lies mostly in "Fresh", without the expansion along the horizontal axis of "Active" and "Gentle". This expresses the limited range which makes the most of the eye shadow colors.

Referring to FIG.11, the image colors are shown in accordance with the different colors of the eye. In this figure, it is acknowledged that the image expression is different according to the eye colors even in the same race. When the eye shadow color is similar to the eye color, it brings the image of "Elegant" or "Feminine". When the eye color shadow is contrasts with the eye color, it brings the image of "Fresh" and "Cute".

As explained before, the colors of the eyes are assorted into three groups, as "Blue and Blue grey", "Green and Hazel" and "Dark brown" respectively, and the images are expressed thereof.

This invention can provide a method for selecting basic cosmetics for all users, corresponding with the facial features, skin color and eye color, wherein one can select the correct combination thereof to purchase the proper cosmetics with ease.

It is further understood by those skilled in the art that the foregoing description is preferred embodiment of the disclosed method and that various changes and modifications may be made in this invention without departing from the spirit and scope thereof.